



12th Annual EPP Vendor Fair and Conference

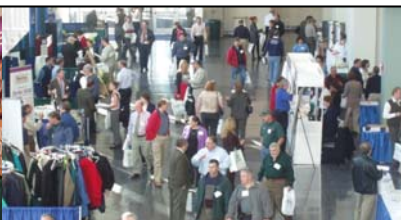
**Wednesday, October 25th, 2006
DCU Center, Worcester, MA**



Register Early and...

- Lock-in the early discount booth fee of \$650
- Select a premium booth space
- Be listed on our website until after the show
- Get many months of marketing exposure for your pilot project

Presented by the Commonwealth of Massachusetts Operational Services Division
Executive Office of Environmental Affairs, Department of Environmental Protection



Welcome!

Dear Vendor of Environmentally Preferable Products,

For over a decade purchasing and environmental professionals from state and local government in Massachusetts as well as surrounding states have attended the Environmentally Preferable Products (EPPs) Vendor Fair and Conference to learn about the innovative products and services available in the marketplace and hear from colleagues about their successes in this area. The Commonwealth of Massachusetts is now proud to announce the twelfth anniversary of the EPP Vendor Fair and Conference and extend our invitation for your participation.

This show offers exhibitors the opportunity to showcase and market their products to an estimated 1100 federal, state and local government purchasers and environmental staff and speak directly to customers about the benefits of purchasing EPPs. Select groups of private sector purchasers specifically interested in waste management and sustainable purchasing are also invited.

You could spend years trying to get in touch with the right person at these offices and facilities. We bring them all to you...at one place...at one time!

As a result of a comprehensive marketing effort by the many federal and state agencies involved in the event, this show has significantly increased the number and diversity of attendees each year.

Now is your chance to be part of this success! Register as an exhibitor to showcase your company to this enormous buying audience:

- Meet hundreds of potential customers!
- Take advantage of marketing before and after the show by becoming a Vendor Fair Sponsor!
- Increase traffic to your booth and after-show customer contact with a Pilot Project offer!

We look forward to seeing you at Worcester's DCU Center on October 25, 2006.

Sincerely,

Marcia Deegler

OSD Environmental Purchasing Program Manager
Commonwealth of Massachusetts

What is the Vendor Fair and Conference?

The Environmentally Preferable Products (EPPs) Vendor Fair and Conference, sponsored by the Commonwealth's central purchasing office, the Operational Services Division, is recognized nationally as being a premier event for promoting the purchase of EPPs. The Vendor Fair brings together public sector purchasers from throughout the state and New England region for the purpose of meeting directly with businesses offering EPPs. **As a result of this event and the EPP Program, purchases of EPPs have increased from \$5 million to more than \$140,000 million over the last 10 years.**

Who Attends?

We reach out to thousands of buyers, decision-makers, and environmental managers from federal, state and local government as well as colleges/universities, schools and selected businesses. Last year's one-day attendee registration was over 1100 people and included such groups as:

- City, town and county government purchasing agents, administrators, DPW staff and recycling coordinators
- Buyers and environmental managers from state agencies, authorities, colleges and universities
- Public school purchasers and business managers
- Massachusetts business purchasing organizations and public cooperatives
- Representatives from other New England states and the Federal government



What's new this year?

- **Participation of a National Environmental Purchasing Program – Responsible Purchasing Network (RPN).**
The creation of the RPN creates widespread opportunities for both purchasers and vendors alike. Their participation this year will bring in buyers from other states and provide information to exhibitors on how a RPN membership can benefit your organization.
- **Targeting schools and institutions of higher education.**
This year, the event team is expanding our outreach and marketing efforts to increase the attendance of public and private educational facilities throughout the state. Schools represent a significant portion of the Commonwealth's buying power. Don't miss the opportunity to speak with their representatives at the show.

Exhibit at the Event!

Exhibitor Space

Back by popular demand, the show is in the larger half of the DCU exhibit hall and there are 150 booths available. While all the exhibit spaces are excellent, the first to register will have the added privilege of requesting their location in the showroom. These requests will be accommodated on a first-come-first-served basis according to the date and time the registration and payment are received by OSD. Subsequent booth reservations will be designated at the discretion of the event coordinator. A limited number of booths located nearest the entrance of the hall will also be reserved for the event sponsors. (See pages 6-8 for details).



In an effort to keep attendees in the exhibit hall as long as possible additional food stations will be placed in the showroom. Breakfast will be served at these stations as well as all of the after-lunch desserts and beverages.

Payment for Exhibit Space & Service

Payments may be made **by check only**. Please make the checks for Exhibit Space **payable to the “EPP Expendable Trust”**. Payments for exhibitor services must be made directly to SER, the show decorator.

Cancellation Policy: A full refund will be sent if your cancellation is received by June 30, 2006. A 50% refund will be sent if the cancellation is received prior to August 15, 2006. Afterwards, no refunds are guaranteed.

Meal Functions

Your registration includes all meals, refreshments and other amenities during the day **for one person only**; additional representatives can be included at the cost of \$25 each. Payment to cover additional staff should be made at the time of registration for booth space. (See Exhibitor Registration Form for details). Lunch seating for all exhibitors will be in the banquet area with the attendees.

Utilities and Other Exhibitor Services

Special Events Rentals, Inc. (SER) is the official show decorator. They will handle all exhibitor services such as advanced shipping, receiving and storage; electrical; booth carpeting; additional furniture, etc. Approximately two months prior to the event, you will receive a complete Exhibitor Kit from SER with finalized event logistics and all the order forms necessary to obtain exhibitor services. Exhibitor services available from SER include:

What are the exhibit fees?

- **\$650 if paid by June 30, 2006**
(extended until July 31)
- **\$700 if paid by August 31, 2006**
- **\$750 if paid on /after Sept. 1, 2006**

What does my exhibitor fee cover?

Your exhibit fee will include:

- Entrance to the largest state sponsored environmental purchasing event in the area
- A furnished 8 foot by 10 foot exhibit space, with drape partitions, a six-foot skirted table / chair
- Inclusion in the Exhibitor Directory distributed to all attendees and posted on the web for one year
- Booth signs indicating the name of the company and state contract # (if applicable)
- Admission to all workshop sessions, continental breakfast, afternoon refreshments and lunch for one company representative
- List of all attendees (distributed electronically) and an inclusion in the OSD EPP database
- Opportunity to apply for a MA Business EPP Award (info to follow in SER exhibitor kit)
- A chance to generate high quality contacts at a bargain rate
- Post-event exposure to all levels of government buyers and decision-makers via program promos

(Continued on next page)

Utilities and Other Exhibitor Services *(continued)*

Advanced Shipping, Receiving & Storage

SER will handle all advanced shipping and storage of exhibitor's equipment and materials. The Exhibitor Kit that you will receive from SER will outline the process and recommended time frames for taking advantage of this service. While exhibitors may transport materials on their own at the time of set-up, no supplies may be sent directly to the DCU Center - they must go through SER, who will ensure timely and secure delivery of all equipment and materials directly to your booth.

Electrical Services

All electrical services involve fees and must be ordered using the Electrical Services Form, which will be sent in your exhibitor kit from SER. Electrical requests should be made no later than two weeks prior to arrival in order to be guaranteed.

Important Information:

- SER will be sending you an exhibitor packet by August.
- Ordering and paying for the services must be done directly with SER.
- **Order electricity ahead to SAVE \$\$**
- Exhibitor Services Contact
Tom Kalniki, SER, 508-757-3397

Set-up and Breakdown

Showroom Opens 8:00am – Closes 3:30pm

Because the Vendor Fair is a one-day event, exhibitors are required to move in the day before the event and may do so from 2pm – 8:00pm on Tuesday, October 24. **Set-up the morning of the show is strongly discouraged. On October 25, the exhibit hall will open to attendees at 8am sharp and the bulk of breakfast will be served in the showroom area as well as all of the afternoon desserts.** Exhibitors should refrain from dismantling their booths until 3:30pm on the afternoon of the event in order to accommodate all attendees and as a courtesy to fellow exhibitors. Cooperation from all exhibitors regarding the set-up breakdown time will serve to assist us in the early start time and in keeping attendees focused on the displays until the official close.

Exhibitor Raffles

Those vendors choosing to conduct individual raffles at their booth may have the winners announced by the event staff during the prize drawings at the end of the event. More details will be included in your exhibitor kit from SER.

Exhibitor Directory

Every attendee of the Vendor Fair will receive a copy of the *EPP Vendor Fair Exhibitor Directory*. In addition to the contact information, we ask that the exhibitors provide a brief (no more than 60 words) company description highlighting the environmentally preferable products and/or services exhibitors offer Commonwealth buyers. The Exhibitor Directory will be available online after the show. (See page 6 on how to advertise in the directory to achieve greater visibility.)

Hotel Reservations

Two area hotels have agreed to reserve guestrooms for the evenings of October 24 and 25, 2006, on a first-come-first-served basis, at a discounted rate to conference attendees. Room cancellation is permitted up to 48 hours prior to check-in date without penalty. Guestrooms will be available for check-in at 4:00pm on the date of arrival and checkout is 11:00 of the following day.

Important Hotel Information

- Call the hotel directly to make a reservation.
- Reference the name of the event – “EPP Vendor Fair and Conference”.
- **Discount deadline October 3, 2006.**
- Payments must be made directly to the hotel.

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Hotel Reservations *(continued)*

To make reservations, contact one of the following area hotels by **October 3, 2006**:

Hotel Name, Address and Phone #	Location to Centrum Centre	Rates: Single/Double Room
Crowne Plaza - 1-800-628-4240, 508-791-1600 10 Lincoln Street Worcester, MA 01608	1 block Full Service Hotel	\$114.00 + taxes, includes free outdoor parking; \$4 Indoor parking – optional
Hampton Inn - 508-757-0400 110 Summer Street Worcester, MA 01608	1 block	\$92.00 + taxes, includes free outdoor parking and continental breakfast

Offer a Promotional Pilot Project!

Increase booth traffic and promote your business before and after the show! Get an agency, city or town to try your product - and get a story about it into our newsletter!

How does the Pilot Project work? We ask exhibitors to offer a limited quantity of their products or service at a compelling discounted rate, or offer it free of charge to an agency, city or town. In order to be eligible, the agency, city or town must attend the show and register at your booth. You pick the winner.

How is this different from a raffle/door prize? First of all, it has to be a green product or service. Second, the EPP program will work with you and the agency recipient to track their satisfaction with the product or service - and **publicize it to hundreds of buyers across the state through our *EPP Buyer Update* newsletter.**

What qualifies as a pilot project? Promotional pilots may include but are not limited to such new products, technologies and services as printing services with direct-to-plate technology, green landscaping products, remanufactured toner cartridges, plastic lumber site amenities, energy efficient exit signs, compact fluorescent light bulbs, water efficiency retrofits, alternative fuels, etc. The value of each pilot project may not be lower than \$100.

What are the benefits?

- **Before the show:** The list of all Pilot Projects will be published in the attendee brochure, on our website and in the *EPP Buyer Update* newsletter.
- **At the show:** Attendees will receive a program with a list of pilot projects available and will have to visit your booth to enter a drawing for such a pilot. **This traffic builder will bring you only qualified leads!**
- **After the show:** Articles and/or updates on the pilots will be published in the *EPP Buyer Update* newsletter.

Don't miss this opportunity for promoting your business before, at and after the show! Send us your pilot description as early as possible so we can help you market it!

What did Vendor Fair 2005 Exhibitors and Attendees say?

"The whole EPP event was awesome! We had a line at our booth throughout the day. The contacts will keep me busy for a few weeks." **Exhibitor** - Abitibi

"Congratulations on another successful event. We will definitely be back next year."
Exhibitor – H.H.H. Inc.

"As always, this event was great – lots of leads and opportunities!"
Exhibitor - Milliken

"...a wonderful job in organizing and thinking of new ways to make this event unique and fresh. I personally came back to the office with a list of eight items to follow up on."
Attendee – State Purchasing Agent

Attendee Accolades:

100% - Would like to see this event held again next year

95% - Like the DCU Center / Worcester location

88% -Met vendors that they plan to contact directly after the event

Sponsor the Vendor Fair!

Give your business a competitive edge! Be more visible than your competitors! Maximize your exposure before, during and after the event! There are three sponsorship levels to choose from!

Sponsorship Benefits	Platinum \$2000	Gold \$1000	Silver \$500
Specially reserved booth location (see Floor Plan on page 8)	1 st Tier Premium location near hall entrance	2 nd Tier High visibility location	3 rd Tier Excellent visibility location
Advertisement in the <i>Exhibitor Directory</i> / <i>Conference Program</i>	Full page	Half page	Quarter page
Free meals for booth staff attending the show	Four total	Three total	Two total
Recognition in the following materials: <ul style="list-style-type: none"> “Thank you” page of the Conference Program “Thank you” signs throughout the event “Thank you” advertisement in the <i>EPP Buyer Update</i> newsletter 	Company LOGO and name (large font)	Company name (no logo) medium font	Company name (no logo) small font
Recognition on the Attendee Registration Webpage	Company LOGO and name at the top of registration page PLUS A direct link to your website	Company name middle of the registration page	Company name bottom of the registration page
Recognition on the tote bag	Company name (large font)	Company name (smaller font)	Company name (smallest font)
Recognition on the cover of <i>Exhibitor Directory</i> / <i>Conference Program</i>	Company LOGO and name		
Sponsorship Announcement at Lunch Ceremony	Yes		
Dedicated table at lunch for networking with key customers	Yes		
Receive a conference tote bag and thank you gift	Yes		



Sponsor the Guide to EPPs on Statewide Contracts!

The Guide to EPPs on Statewide Contracts, now in its twenty-third edition, has been the most popular reference for everyone who is interested in buying EPPs in the Commonwealth. Every month, over 1,100 copies of the *Guide* are downloaded from the EPP website. In addition, each year, the EPP Program prints over 1000 copies for distribution at the Vendor Fair and other conferences. Sponsor the Vendor Fair edition of the *Guide to EPPs on Statewide Contracts* and be seen by purchasers daily long after the Vendor Fair! Contact us for details!

Advertising Specs

Sponsorship Level	Exhibitor directory ad size	Ad dimensions (width x height)
Platinum	Full-page	7 1/2" wide x 10 1/2" tall
Gold	Half-page horizontal	7 1/2" wide x 4 3/4" tall
Silver	Quarter-page	3 3/4" wide x 4 3/4" tall

Questions? Marcia Deegler, OSD, One Ashburton Place, Room 1017, Boston, MA 02108-1552

Phone: (617) 720-3356

Fax: (617) 727-4527

Email: Marcia.deegler@osd.state.ma.us

Exhibitor Registration Form

Company Information					
Company Name					
Address					
City		State		Zip	
Phone		Fax			
Email		Website			

Persons Attending	Each of the persons representing your company at the Vendor Fair must be listed to receive a printed nametag. Please include additional fee of \$25 for each additional person.		
Main contact		Email	
1 st Additional Contact		Email	
2 nd Additional Contact		Email	
3 rd Additional Contact		Email	
4 th Additional Contact		Email	

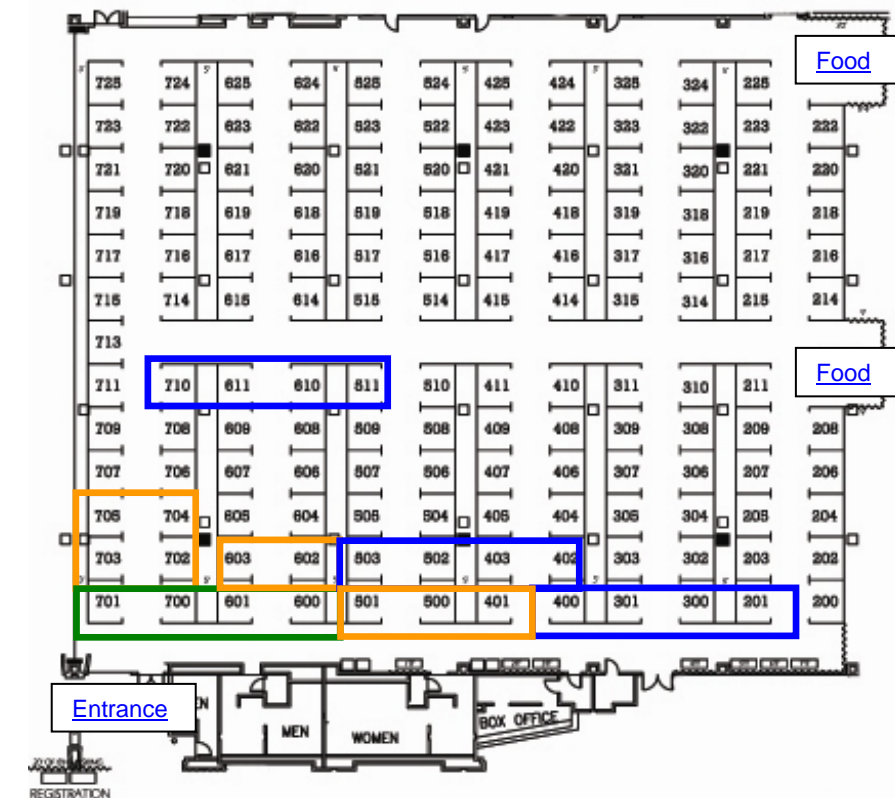
Important: Future messages on the event will be via email! Please keep your email unchanged through the time of the event! Please include email addresses for all persons registered.

Company Description	Please provide a 60-word (or shorter) company description that will appear in the Exhibitor Directory, subject to event coordinator editing, distributed to all Vendor Fair attendees and will be accessible on the MA EPP webpage after the event. Important:
	<ul style="list-style-type: none"> Your company description must highlight the environmentally preferable products/services supplied by your company The company description should be sent as an email (preferable), or attached to the registration on a separate sheet.
<p>o Check this box if you participated in last year's Vendor Fair and would like last year's company description to be used.</p>	

Promotional Pilot Project	If you would like to offer a Promotional Pilot Project, please specify what product(s)/service(s)/technologies will be piloted, quantities of products and services the winners' sites will receive, the estimated value of the project and the type of financial or other commitment that would be expected from the pilot site. Please attach additional sheets if necessary.

Registration Form continues on next page

Floor Plan and Booth Number Request



Sponsor Booths. The following booths are specially reserved for Vendor Fair Sponsors:

- **Platinum:** 700, 701, 600, 601
- **Gold:** 702-705, 602, 603, 500, 501, 401
- **Silver:** 710, 611, 610, 511, 502, 503, 400, 402, 403, 300, 301, 201 or another booth of choice

Available Booths. View the interactive floor plan to find out which space is available: www.mass.gov/epp/events.htm

Booth Selection. Booths will be assigned on the first-come-first-served basis at the discretion of the show coordinator. An effort will be made to accommodate your placement request(s). Below, please enter your preferred booth numbers:

1st:	2nd:	3rd:
Additional Placement Information. If you would like not to be placed next to a specific exhibitor, please indicate below:		

Booth Fees, Sponsorships, Meals

	Rate	Quantity	Amount
Registration Fee (includes breakfast and lunch for one)	\$650 if paid before June 30, 2006 (extended until July 31, 2006) \$700 if paid before August 31, 2006 \$750 if paid on or after Sept. 1, 2006		
Additional Person(s) registered	\$25 per person (no limit)		
Sponsorship (booth fee not included)	\$2000 – Platinum \$1000 – Gold \$500 – Silver		
TOTAL			

CHECKS ONLY are accepted as payment for exhibitor fees, sponsorships and meals!
Please make the checks payable to “EPP Expendable Trust”

Send registrations, checks and other inquiries to:

Marcia Deegler, OSD, One Ashburton Place, Room 1017, Boston, MA 02108-1552
Phone: (617) 720-3356 Fax: (617) 727-4527 Email: marcia.deegler@osd.state.ma.us